



2018 Marketing Menu- Cody Country Chamber of Commerce and Visitor Center

Marketing Opportunities The Cody Country Chamber of Commerce internal and external facilitated marketing options are as follows:	Marketing Timeline	Spots Available	Estimated Reach	Cost Per Spot* <small>*Discounts available for multiple</small>
On-Hold Phone Ad 30 second MP3 recording that Chamber/Visitor Center callers hear while they are on hold.	1 year duration Renews May 1	3	25,000	\$250
Captive Advertising Use of the public restroom is the number one reason travelers stop at a Visitor Center. Use of these ads is affordable, a great way to market directly to visitors, offer strong message retention, and be viewed as creative and innovative.	1 year duration Renews May 1	5	100,000	\$250
External Counter Ad High visibility ad. 30" x 30" space on external counter that allows for weather-proof styrofoam ad. External Counter is protected by overhanging roof and adjacent to Visitor Center main entrance and mini self-help information station.	1 year duration Renews May 1	3	100,000	\$700
Cody Map and Dining Guide Premier Sponsor Most popular handout. 2" x 11" ad printed on black and white legal-sized sheet depicting map of Cody with marked attractions and restaurants (please submit as JPEG). Cody Dining Guide printed on reverse side.	1 year duration Renews May 1	1	75,000	\$750
Cody Dining Guide Business Card AD On reverse side of Cody Map (see above); our most popular handout. Business card size ad (2" x 3.5") ad printed on black and white letter-sized sheet depicting map of Cody with marked attractions and restaurants (please submit as JPEG).	1 year duration Renews May 1	4	75,000	\$250
Visitor Center Lobby Reel Your Fire Tribe produced ad will run with up to 11 other ads in a continuous loop on our lobby television. Video will run from point of production through the gate closure in November.	Purchased	12	100,000	\$500